

Message

From: Strauss, Linda [Strauss.Linda@epa.gov]
Sent: 2/19/2019 11:53:05 PM
To: Dunn, Alexandra [dunn.alexandra@epa.gov]; Beck, Nancy [Beck.Nancy@epa.gov]; Bertrand, Charlotte [Bertrand.Charlotte@epa.gov]
CC: Dunton, Cheryl [Dunton.Cheryl@epa.gov]; Altieri, Sonia [Altieri.Sonia@epa.gov]
Subject: RE: TRI on PAD 12:30 p.m. est call tomorrow -- Alex talked with John -- we need Nancy B or Charlotte on the call to discuss the 10 press conferences for February 28th -- will add you and them to the scheduler thanks ng
Attachments: Wed TRI Call.docx

Nancy, here are talkers. I'll see if the TRI folks have tweaks.

Wed TRI Call

John Konkus: (lay out expectations – don't know what he will say)

Nancy Beck:

- National press release has powerful message that economy improving while environment improving.
 - Results of this publicly available database show that since 2007, releases of TRI chemicals in the U.S. manufacturing sector has steadily declined while production increased.
 - Industrial facilities have reduced releases of TRI chemicals by taking action to prevent pollution.
 - Proof that economic growth and an improved environment can go hand in hand.
- As regions know best, these national releases not very relatable to the public; News about reductions in water, air, waste pollution in your STATE, CITY, AREA are.
- Acting Administrator asking for regional good news stories that amplify HQ/national message of economy improving/environment improving.
- This entails regions holding regional press conferences and press releases.
- Timing: Acting Administrator wants this out by end of next week.
- Linda Strauss spoke about the desire for region-specific press releases, which the regions sometimes do, on the TRI PADS-only call last week. Acting Administrator now requesting that each Region do this. Know this is a fast turn-around.
- **Regional PADs are experts in this area so we would LIKE YOUR INPUT. Regions know what will fly, what sensitivities in their areas.**

Tick Tock:

- **Friday, 2/22:** Results of HQ data crunch will be sent to Regional TRI Coordinators, cc: to Regional Public Affairs Directors (PADs). (Attached to this invite) -- Contractor looking at all 10 regions for 14 topics (e.g., improvements in air and water releases from previous year and 10-year trend).
- **Friday, 2/22:** Regions (Regional TRI Coordinators w/Regional Public Affairs Directors' guidance) DRILL DOWN more. What are state/city results?
- **Mon/Tues, 2/25, 26:** Regions (with HQ help if needed): Begin to identify focus of regional press release, location for press conference. We release some need to be in regional office.
- **Tues, 2/25:** HQ sends scripts and press release format for regions to tailor.
- **Tues, 2/25:** Regions check w/region/HQ enforcement to ensure no enforcement sensitivity.
- **Thurs, 2/28:** HQ release; Regional media alerts/press conferences/press releases/social media.

Materials:

- HQ will send skeleton scripts, press release, tweets for Regions to tailor.

What else do you need from HQ? What has worked in the past when regions have done regionally-tailored press releases? What worked for PFAS?

From: Dunn, Alexandra

Sent: Tuesday, February 19, 2019 6:26 PM

To: Strauss, Linda <Strauss.Linda@epa.gov>; Beck, Nancy <Beck.Nancy@epa.gov>; Bertrand, Charlotte <Bertrand.Charlotte@epa.gov>

Cc: Dunton, Cheryl <Dunton.Cheryl@epa.gov>; Altieri, Sonia <Altieri.Sonia@epa.gov>

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Please also add Caitlin Brieere's slides "2017 TRI National Analysis" just remove briefing for Administrator on the front slide before sending outside of HQ.

Alexandra Dapolito Dunn, Esq.

Assistant Administrator

Office of Chemical Safety and Pollution Prevention

U.S. Environmental Protection Agency

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From: Strauss, Linda

Sent: Tuesday, February 19, 2019 5:49 PM

To: Beck, Nancy <Beck.Nancy@epa.gov>; Dunn, Alexandra <dunn.alexandra@epa.gov>; Bertrand, Charlotte <Bertrand.Charlotte@epa.gov>

Cc: Dunton, Cheryl <Dunton.Cheryl@epa.gov>; Altieri, Sonia <Altieri.Sonia@epa.gov>

Subject: RE: TRI on PAD 12:30 p.m. est call tomorrow -- Alex talked with John -- we need Nancy B or Charlotte on the call to discuss the 10 press conferences for February 28th -- will add you and them to the scheduler thanks ng

Use attached...

From: Beck, Nancy

Sent: Tuesday, February 19, 2019 4:48 PM

To: Strauss, Linda <Strauss.Linda@epa.gov>; Dunn, Alexandra <dunn.alexandra@epa.gov>; Bertrand, Charlotte <Bertrand.Charlotte@epa.gov>

Subject: RE: TRI on PAD 12:30 p.m. est call tomorrow -- Alex talked with John -- we need Nancy B or Charlotte on the call to discuss the 10 press conferences for February 28th -- will add you and them to the scheduler thanks ng

Ok. 5:30

Nancy B. Beck, Ph.D., DABT

Principal Deputy Assistant Administrator, OCSP

P: 202-564-1273

beck.nancy@epa.gov

From: Strauss, Linda

Sent: Tuesday, February 19, 2019 4:29 PM

To: Dunn, Alexandra <dunn.alexandra@epa.gov>; Beck, Nancy <Beck.Nancy@epa.gov>; Bertrand, Charlotte <Bertrand.Charlotte@epa.gov>

Subject: FW: TRI on PAD 12:30 p.m. est call tomorrow -- Alex talked with John -- we need Nancy B or Charlotte on the call to discuss the 10 press conferences for February 28th -- will add you and them to the scheduler thanks ng

5 min to meet on this tonight? I have some messages.

Nancy or Charlotte, can you do 12:30 pm call tomorrow?

From: Grantham, Nancy

Sent: Tuesday, February 19, 2019 4:24 PM

To: Dunton, Cheryl <Dunton.Cheryl@epa.gov>; Strauss, Linda <Strauss.Linda@epa.gov>

Subject: TRI on PAD 12:30 p.m. est call tomorrow -- Alex talked with John -- we need Nancy B or Charlotte on the call to discuss the 10 press conferences for February 28th -- will add you and them to the scheduler thanks ng

Nancy Grantham
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